	Application No.	Applicant(s)
Notice of Allowability	09/836,524	DEMELLO ET AL.
	Examiner	Art Unit
	Charlie C. Agwumezie	3621
The MAILING DATE of this communication apper All claims being allowable, PROSECUTION ON THE MERITS IS (herewith (or previously mailed), a Notice of Allowance (PTOL-85). NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGOT (The Office or upon petition by the applicant. See 37 CFR 1.313	ars on the cover sheet with the co (OR REMAINS) CLOSED in this applied or other appropriate communication GHTS. This application is subject to	plication. If not included will be mailed in due course. THIS
1. This communication is responsive to communication filed 04/17/2001.		
2. The allowed claim(s) is/are <u>1-23</u> .		
3.		
 Attachment(s) 1. ☑ Notice of References Cited (PTO-892) 2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948) 3. ☑ Information Disclosure Statements (PTO-1449 or PTO/SB/0 Paper No./Mail Date 5/8/0/) 8/1/03, 1/21/05. 4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material 	6. ☐ Interview Summary Paper No./Mail Da	te

DETAILED ACTION

1. Claims 1, 7, 13 and 21 have been amended. Claims 1-23 have been examined.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Jerome G. Schaefer on July 19, 2006.

The Application has been amended as follows:

1. (Currently Amended) A method of facilitating commerce over a communications network comprising:

generating data indicative of a retail web site;

contacted contacting the retail web site from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface, and the directory feature, wherein a list of on-line retailers displayed by the directory feature

Art Unit: 3621

enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

generating a signature of said data using a private key;

providing said data and said signature to a plurality of computing devices;

providing to said plurality of computing devices a public key corresponding to

said private key; and

providing to said plurality of computing devices a set of computer-executable instructions which performs acts comprising:

determining the authenticity of said data against said signature; and displaying a link to said web site upon a determination that said data is authentic.

7. (Currently Amended) A system for using a computer network comprising: a memory location which stores data and a signature received from a directory server, said data being indicative of a web site on a computer network, said signature being based on said data;

an authentication module which verifies the authenticity of data against said signature and provides an indication of whether said data is authentic;

and a shopping module which receives said indication and which conditionally displays a link to said web site according to said indication; and

a web browser for contacting said web site contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and

a directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer.

13. (Currently Amended) A method of providing access to web sites comprising:

creating a list of web sites;

contacting said web sites contacted-using a web browser from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

providing, to a plurality of computing devices, computer-executable instructions which access said web sites; and

limiting access to said web sites by performing acts which include:

generating signatures for one or more of the web sites on said list using a key;

and

restricting access to said key;

wherein said computer-executable instructions include instructions which authenticate said signatures and which deny access to a web site on said list whose signature fails to authenticate.

Application/Control Number: 09/836,524 Page 5

Art Unit: 3621

21. (Currently Amended) A computer memory which stores a data structure

produced by acts comprising:

accessing a list which includes a plurality of web sites, each of said web sites having a corresponding signature;

contacting each of said web sites contacted-using a web browser from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

determining the authenticity of each web site on said list against its corresponding signature;

including in said data structure a first set of said web sites which are determined to be authentic against their respective signatures; and

excluding from said data structure a second set of said web sites which fail to authenticate against their respective signatures.

3. Claims 1-23 have been allowed as amended.

Application/Control Number: 09/836,524 Page 6

Art Unit: 3621

Reasons for Allowance

The following is an examiner's statement of reasons for allowance:
 The closest prior art of record is U.S. Patent No. 6,331,865 to Sachs et al.

The instant application is directed to a method and system for providing an electronic shopping service integrated into a software application, and for controlling the set of web sites that are reachable from within the shopping service. Each web site is represented by data which is signed by a private key, and the data together with this signature is delivered to a plurality of computing devices that provide the shopping service. Each of the computing devices has access to the public key that corresponds to the private key, and uses the public key to verify the signature. The computing device displays links to those web sites whose representative data validates against the signature. The method thus comprising: generating data indicative of a retail web site; contacting the retail web site from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a contentrendering application, a retail shopping user interface, and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of online retailers is selected by a user of said client computer; generating a signature of said data using a private key; providing said data and said signature to a plurality of

Art Unit: 3621

computing devices; providing to said plurality of computing devices a public key corresponding to said private key; and providing to said plurality of computing devices a set of computer-executable instructions which performs acts comprising: determining the authenticity of said data against said signature; and displaying a link to said web site upon a determination that said data is authentic.

Sachs et al teaches a method and system for portable electronic book operative to request a digital content from a catalog of distinct digital contents and to receive and display the requested digital content in readable form. An information services system is in electrical communication with the portable electronic book performs authentication and rendering of the requested digital content. An authentication server authenticates the identity of the requesting portable electronic book. Authentication is performed wherein the identity of the electronic book itself is authenticated. If the electronic book fails to properly authenticate access to the network or the secondary virtual bookstore will be denied and the user will be asked to call a customer support number.

Sachs et al however failed to disclose generating data indicative of website; generating a signature of said data using a private key; providing said data and said signature to a plurality of computing devices; providing to said plurality of computing devices a public key corresponding to said private key; and providing to said plurality of computing devices a set of computer-executable instructions which performs acts comprising: determining the authenticity of said data against said signature; and displaying a link to said web site upon a determination that said data is authentic.

In an effort to justify the reasons for allowance of the applicant claims and to further delineate the elements of the claims, applicant and examiner jointly agreed to the amended claims as recited in the independent claims above. Therefore the claims are allowable as amended over the closest prior arts of record as discussed above.

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

- 7. The prior arts made of record and not relied upon is considered pertinent to applicants disclosure.
 - Perkowski (U.S. Patent No. 6,064,979) discloses Method of and System
 For Finding and Serving Consumer Product Related Information Over the
 Internet Using Manufaurer Identification Numbers.
 - Bari et al (U.S. Patent Application Publication No. 2002/0023059 A1)
 discloses Method and System for Secure Registration, Storage,
 Management and Linkage of Personal Authentication Credentials Data
 Over the Network.

 Novicov et al discloses Authentication For Information Exchange Over a Communication network.

Page 9

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Charles C. Agwumezie whose number is **(571) 272- 6838**. The examiner can normally be reached on Monday – Friday 8:00 am – 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on (571) 272 – 6712.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll free).

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks Washington D.C. 20231

Or faxed to:

(571) 273-8300. [Official communications; including After Final communications labeled "Box AF"].

(571) 273-8300. [Informal/Draft communications, labeled "PROPOSED" or "DRAFT"].

Art Unit: 3621

Hand delivered responses should be brought to the United States Patent and Trademark Office Customer Service Window:

Randolph Building,

401 Dulany Street

Alexandria VA. 22314

Charlie Lion Agwumezie Patent Examiner Art Unit 3621 July 21, 2006